












## 1. How many more magazine titles do you receive each month than you can display?

		Response Percent	Response Count
None - my magazine supply is good.		6.2%	10
Up to 10.		10.6%	17
11 to 25.		26.1%	42
25 to 50.		27.3%	44
<b>51+</b>		<b>29.8%</b>	<b>48</b>
<b>answered question</b>			<b>161</b>
<b>skipped question</b>			<b>1</b>









## 2. Is magazine oversupply impacting your business decisions:

		Response Percent	Response Count
No		6.2%	10
Yes - I have reduced my magazine display space.		27.3%	44
Yes - I plan to reduce my display space.		16.1%	26
<b>Yes - I early return magazines regularly.</b>		<b>79.5%</b>	<b>128</b>
<b>answered question</b>			<b>161</b>
<b>skipped question</b>			<b>1</b>

**3. If you could control, with absolute certainty, the magazine titles you received and the quantity of each title you received do you think you could increase magazine sales in your newsagency?**

		Response Percent	Response Count
Yes		86.3%	139
No		13.7%	22
<b>answered question</b>			<b>161</b>
<b>skipped question</b>			<b>1</b>

**4. Thinking about stress factors for you in the ownership and running of your newsagency, please indicate the cause of the most stress for you:**

		Response Percent	Response Count
<b>Magazine supply</b>		29.8%	48
Dealing with magazine distributors on accounts		13.0%	21
My landlord		9.9%	16
Employees		6.2%	10
My bank		3.1%	5
My business partner		3.1%	5
Retail generally		28.6%	46
None		6.2%	10
<b>answered question</b>			<b>161</b>
<b>skipped question</b>			<b>1</b>